

## **ATTACHMENT C**



## 95-5 The Beat Delivers Results From More Active Adults With Money To Spend!

### WHY THE BEAT?

#### Blanketing Atlanta and North Georgia

- 100,000 Watts covering all of Atlanta! (compared to Q 3,000 watts; HTA 41,000)
- Massive reach covering 6,000 square miles!
- 641,500 listeners, Total Survey Area
- 508,600 listeners, Metro

### 50 Minutes of Music an Hour!

- 10 Commercial units per hour – We don't add commercials like other radio stations ... that means NO CLUTTER for your advertisement!
- Music focus on Women 18-34, Non-Ethnic ... weekly research against this audience
- Plays more music than any competitor station in Atlanta!
- Music intensive morning show – 12 to 13 records an hour

### 100% Hits

- Atlanta's New #1 Hit Music Station
- Mainstream Top 40 delivering the rhythmic hits!
- CORE ARTISTS: EMINEM, 50CENT, JUSTIN TIMBERLAKE, NELLY, CHRISTINA AGUILERA, JLO

### Plugged In With Atlanta's Active Adults

- Beat Birthday Bash
- Beat The Buzzer
- Midtown Music Festival: 300,000 Atlantans
- Street Domination: 50-60 times per month reaching out to The Beat listener
- Hip Contesting; Movie premieres, money, trips, concerts



WUTS  
UNIT 001018A4F

***We're The Party That Everyone Is Invited To!***

Original: 0001010210

TRP 74.0 kW

**MIRRORING THE MARKET ETHNICALLY:**

•95-5 The Beat delivers the total market for advertisers:

The Beat: 55% White; 36% African American and 9% Hispanic

12+ 340,000

Male: 40% Female: 60%

**MIRRORING THE MARKET WITH GENDER:**

•Delivers a well balanced audience of Adults: approximately 60% Female; 40% Male

**DELIVERS THE POPULATION**

•95-5 The Beat is growing where Atlanta lives: 68% of the total 12+ Atlanta population lives in the 5 county area (Cobb, DeKalb, Fulton, Clayton and Gwinnett); 70% of the Beat's audience lives in these five counties!

**DELIVERS A BALANCED AUDIENCE**

•The Beat: Teen comp 25%; 18-24 25%; 25-34 28%; 35-54 19%

RANK #7 21+ AUDIENCE WITH 324,000 LISTENERS

**Results For Advertisers Covering Key Market Advertising Categories:**

•Lasik Plus

•Rich's-Macy's

•Milton Martin Toyota

•Coca-Cola

•NewCastle Beer

Tijuana Garage

Atlanta Institute Of Medicine

Shane Company

Washington Mutual

**Spending Power From An Active Adult!**

•One out of every three listeners (18+) earns \$75,000+ annually!

•Almost half of the Beat audience (18+) is college educated!!

•One out every two listeners own their own home that listen to the Beat!

•95-5 The Beat's 18+ audience spend over \$4.4 billion annually in Metro Area Retail stores!

•95-5 The Beat's target (A18-34) spends over 241 million in Metro Area Department stores!





# The Beat hits an ALL TIME HIGH CUME!

## GROWTH:

The Beat's listeners continue to grow ... hitting an all time high in A18-34 cume, ranking #2 for the second consecutive survey (behind WVEE).

## LEADERSHIP:

**THE BEAT IS A MARKET LEADER!** Its cume ranks are now consistently in the top tier, book after book!

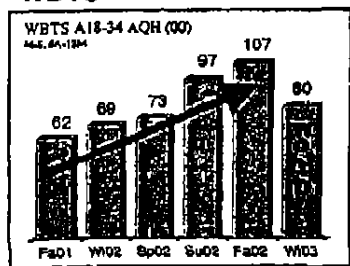
WBTS cume rank  
M-S, 6A-12M

	Men	Women	Adults
12-24	#1	#1	#1
12-34	#3	#2	#2
18-24	#1	#2	#2
18-34	#4	#3	#2
18-49	#7	#4	#5

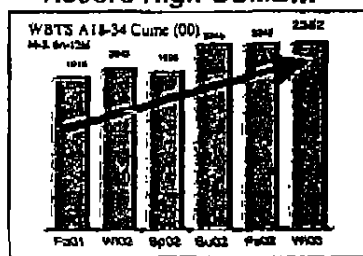
This picture is marred by a time-spent-listening wobble ... causing a drop in AQH. **THIS IS STILL THE 4<sup>TH</sup> HIGHEST AQH IN THE HISTORY OF THE STATION ...** but is off from our record high in the Fall book.

Here's what caused WBTS' wobble:

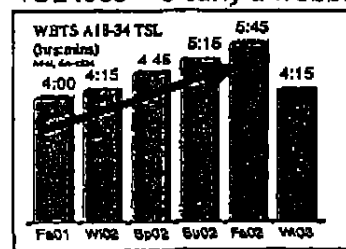
WBTS' AQH Wobble...



....is the result of this  
Record High CUME...



...coupled with this sudden  
TSL loss -- clearly a wobble



## Major 18-34 targeted stations also sustain declines:

In Adults 18-34 --

- WVEE drops 4% to a record low
- WHTA drops 3%
- WKLS drops to a record low
- WWWQ drops 14%
- WNNX is flat from the record low they registered in the last book
- WSTR is up ... BUT ... their gain comes nearly entirely from TSL in the W25-34 age cell:
  - All of STR's age cells are flat or down except for Women 25-34:
    - WSTR's W25-34 CUME continues to drop and is AT AN ALL TIME LOW!
    - However, their TSL in the W25-34 age cell is up 3 hours, causing an AQH gain.
    - Virtually all of this gain is from the 3rd month ... where they suddenly grew 77% in W25-34!?!
      - **THIS IS WSTR's ONLY AGE CELL and MONTHLY WITH A SIGNIFICANT INCREASE!**

Note that WBTS  
duplication with  
WSTR remained the  
same ... proving it lost  
no listeners back to  
WSTR

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## Best Bets

Best Bets (showing 1-20 of 126)

Event name	Date	Venue	Best bet
Camp Blood ( <a href="#">details</a> )	10/27/03	Camp Blood	✓
Everblades vs Gladiators ( <a href="#">details</a> )	10/27/03	Arena @ Gwinnett Center	✓
Horror Hill ( <a href="#">details</a> )	10/27/03	Horror Hill	✓
LSP Halloween Festival & Parade ( <a href="#">details</a> )	10/27/03	Little Five Points	✓
Latin American Film Festival 2003 ( <a href="#">details</a> )	10/27/03	RICH AUDITORIUM- WOODRUFF ART CENTER	✓
Netherworld ( <a href="#">details</a> )	10/27/03	Netherworld Haunted House	✓
Nightmare Haunted House ( <a href="#">details</a> )	10/27/03	Nightmare Haunted House	✓
October Scarecrow Festival ( <a href="#">details</a> )	10/27/03	Atlanta Botanical Garden	✓
The Spooky Puppet Horror Show III ( <a href="#">details</a> )	10/27/03	Center For Puppetry Arts	✓
Tom Savini's Crypt of Terror ( <a href="#">details</a> )	10/27/03	Tom Savini's Crypt of Terror	✓
Camp Blood ( <a href="#">details</a> )	10/28/03	Camp Blood	✓
Horror Hill ( <a href="#">details</a> )	10/28/03	Horror Hill	✓
Latin American Film Festival 2003 ( <a href="#">details</a> )	10/28/03	RICH AUDITORIUM- WOODRUFF ART CENTER	✓
Netherworld ( <a href="#">details</a> )	10/28/03	Netherworld Haunted House	✓
Nightmare Haunted House ( <a href="#">details</a> )	10/28/03	Nightmare Haunted House	✓
October Scarecrow Festival ( <a href="#">details</a> )	10/28/03	Atlanta Botanical Garden	✓
Tom Savini's Crypt of Terror ( <a href="#">details</a> )	10/28/03	Tom Savini's Crypt of Terror	✓
Sea Wolves vs Gladiators ( <a href="#">details</a> )	10/29/03	Arena @ Gwinnett Center	✓
October Scarecrow Festival ( <a href="#">details</a> )	10/29/03	Atlanta Botanical Garden	✓
Camp Blood ( <a href="#">details</a> )	10/30/03	Camp Blood	✓

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Event name	Date	Venue	Best bet
Halloween Party with Actor's Express & Dad's Garage ( <a href="#">details</a> )	10/30/03	<a href="#">Eyedrum</a>	✓
Halloween Yappy Hour ( <a href="#">details</a> )	10/30/03	<a href="#">Piedmont Bark</a>	✓
Horror Hill ( <a href="#">details</a> )	10/30/03	<a href="#">Horror Hill</a>	✓
House On Horror Hill ( <a href="#">details</a> )	10/30/03	<a href="#">House On Horror Hill</a>	✓
Netherworld ( <a href="#">details</a> )	10/30/03	<a href="#">Netherworld Haunted House</a>	✓
Nightmare Haunted House ( <a href="#">details</a> )	10/30/03	<a href="#">Nightmare Haunted House</a>	✓
October Scarecrow Festival ( <a href="#">details</a> )	10/30/03	<a href="#">Atlanta Botanical Garden</a>	✓
The Spooky Puppet Horror Show III ( <a href="#">details</a> )	10/30/03	<a href="#">Center For Puppetry Arts</a>	✓
Tom Savini's Crypt of Terror ( <a href="#">details</a> )	10/30/03	<a href="#">Tom Savini's Crypt of Terror</a>	✓
Boo Ball ( <a href="#">details</a> )	10/31/03	<a href="#">Club Europe</a>	✓
Brimstone Boogie 6 ( <a href="#">details</a> )	10/31/03	<a href="#">SciTrek</a>	✓
Cagle's Dairy MAIZE ( <a href="#">details</a> )	10/31/03	<a href="#">Cagle's Dairy</a>	✓
Camp Blood ( <a href="#">details</a> )	10/31/03	<a href="#">Camp Blood</a>	✓
Chambers of Terror ( <a href="#">details</a> )	10/31/03	<a href="#">Chambers of Terror</a>	✓
Fright Farm (not really!) ( <a href="#">details</a> )	10/31/03	<a href="#">Tanglewood Farm</a>	✓
Halloween Bash & Masquerade Ball ( <a href="#">details</a> )	10/31/03	<a href="#">Park Tavern</a>	✓
Halloween Costume Party ( <a href="#">details</a> )	10/31/03	<a href="#">Aqua blue Restaurant &amp; Bar</a>	✓
Horror Hill ( <a href="#">details</a> )	10/31/03	<a href="#">Horror Hill</a>	✓
House On Horror Hill ( <a href="#">details</a> )	10/31/03	<a href="#">House On Horror Hill</a>	✓
Netherworld ( <a href="#">details</a> )	10/31/03	<a href="#">Netherworld Haunted House</a>	✓

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Nightmare Haunted House ( <a href="#">details</a> )	10/31/03	Nightmare Haunted House	✓
October Scarecrow Festival ( <a href="#">details</a> )	10/31/03	Atlanta Botanical Garden	✓
Saint and Sinners Halloween Ball ( <a href="#">details</a> )	10/31/03	Lava Lounge	✓
Stacy C ( <a href="#">details</a> )	10/31/03	Club Europe	✓
Stone Mountain Park's Pumpkin Festival ( <a href="#">details</a> )	10/31/03	Stone Mountain Park	✓
The Spooky Puppet Horror Show III ( <a href="#">details</a> )	10/31/03	Center For Puppetry Arts	✓
The Tale of the Allergist's Wife ( <a href="#">details</a> )	10/31/03	Horizon Theatre Company	✓
Tom Savini's Crypt of Terror ( <a href="#">details</a> )	10/31/03	Tom Savini's Crypt of Terror	✓
Bob the Builder LIVE! ( <a href="#">details</a> )	11/01/03	Arena @ Gwinnett Center	✓
Book Signing: Artists from CowParade ( <a href="#">details</a> )	11/01/03	Chapter 11 Bookstore - Lawrenceville	✓
Cagle's Dairy MAIZE ( <a href="#">details</a> )	11/01/03	Cagle's Dairy	✓
Camp Blood ( <a href="#">details</a> )	11/01/03	Camp Blood	✓
Chambers of Terror ( <a href="#">details</a> )	11/01/03	Chambers of Terror	✓
Hawks vs Pacers ( <a href="#">details</a> )	11/01/03	Philips Arena	✓
Horror Hill ( <a href="#">details</a> )	11/01/03	Horror Hill	✓
House On Horror Hill ( <a href="#">details</a> )	11/01/03	House On Horror Hill	✓
Jerry Seinfeld ( <a href="#">details</a> )   <a href="#">artist info</a>	11/01/03	Johnny Mercer Theatre	✓
Netherworld ( <a href="#">details</a> )	11/01/03	Netherworld Haunted House	✓
Opening Day Celebration: Gone with the Girdle ( <a href="#">details</a> )	11/01/03	Atlanta History Center	✓
The Spooky Puppet Horror Show III ( <a href="#">details</a> )	11/01/03	Center For Puppetry Arts	✓

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Event name	Date	Venue	Best bet
Atlanta Falcons vs Philadelphia Eagles (details)	11/02/03	Georgia Dome	✓
Bob the Builder LIVE! (details)	11/02/03	Arena @ Gwinnett Center	✓
Cagle's Dairy MAIZE (details)	11/02/03	Cagle's Dairy	✓
Netherworld (details)	11/02/03	Netherworld Haunted House	✓
Sharks vs Thrashers (details)	11/02/03	Philips Arena	✓
The Tale of the Allergist's Wife (details)	11/02/03	Horizon Theatre Company	✓
Hawks vs Hornets (details)	11/03/03	Philips Arena	✓
Obie Trice (details)	11/03/03	Variety Playhouse	✓
Crowns (details)	11/04/03	Alliance Theatre	✓
Death by Chocolate (details)	11/04/03	Class Act Theatre	✓
Latin American Film Festival 2003 (details)	11/04/03	RICH AUDITORIUM- WOODRUFF ART CENTER	✓
Book Signing: Anne Rice - Blood Canticle (details)	11/05/03	Chapter 11 Peachtree Battle	✓
Dining Out For Life (details)	11/05/03	Atlanta	✓
Disney On Ice presents Disney/Pixar's (details)	11/05/03	Philips Arena	✓
Latin American Film Festival 2003 (details)	11/05/03	RICH AUDITORIUM- WOODRUFF ART CENTER	✓
Cottonmouths vs Gladiators (details)	11/06/03	Arena @ Gwinnett Center	✓
Disney On Ice presents Disney/Pixar's (details)	11/06/03	Philips Arena	✓
Latin American Film Festival 2003 (details)	11/06/03	RICH AUDITORIUM- WOODRUFF ART CENTER	✓
The Tale of the Allergist's Wife (details)	11/06/03	Horizon Theatre Company	✓
Disney On Ice presents Disney/Pixar's (details)	11/07/03	Philips Arena	✓

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Event name	Date	Venue	Best bet
Latin American Film Festival 2003 ( <a href="#">details</a> )	11/07/03	<a href="#">RICH AUDITORIUM- WOODRUFF ART CENTER</a>	✓
Stacy C ( <a href="#">details</a> )	11/07/03	<a href="#">Club Europe</a>	✓
Style Show and Fund Raiser ( <a href="#">details</a> )	11/07/03	<a href="#">Smyrna Community Center</a>	✓
Cagle's Dairy MAIZE ( <a href="#">details</a> )	11/08/03	<a href="#">Cagle's Dairy</a>	✓
Disney On Ice presents Disney/Pixar's ( <a href="#">details</a> )	11/08/03	<a href="#">Philips Arena</a>	✓
Latin American Film Festival 2003 ( <a href="#">details</a> )	11/08/03	<a href="#">RICH AUDITORIUM- WOODRUFF ART CENTER</a>	✓
The Tale of the Allergist's Wife ( <a href="#">details</a> )	11/08/03	<a href="#">Horizon Theatre Company</a>	✓
Cagle's Dairy MAIZE ( <a href="#">details</a> )	11/09/03	<a href="#">Cagle's Dairy</a>	✓
Chris Rock ( <a href="#">details</a> )   <a href="#">artist info</a>	11/09/03	<a href="#">Fox Theatre</a>	✓
Disney On Ice presents Disney/Pixar's ( <a href="#">details</a> )	11/09/03	<a href="#">Philips Arena</a>	✓
Hear and Now: Dressed to Rebel: Mother/Daughter Fashion Wars ( <a href="#">details</a> )	11/09/03	<a href="#">Atlanta History Center</a>	✓
Latin American Film Festival 2003 ( <a href="#">details</a> )	11/09/03	<a href="#">RICH AUDITORIUM- WOODRUFF ART CENTER</a>	✓
Latin American Film Festival 2003 ( <a href="#">details</a> )	11/10/03	<a href="#">RICH AUDITORIUM- WOODRUFF ART CENTER</a>	✓
Senators vs Thrashers ( <a href="#">details</a> )	11/10/03	<a href="#">Philips Arena</a>	✓
Latin American Film Festival 2003 ( <a href="#">details</a> )	11/11/03	<a href="#">RICH AUDITORIUM- WOODRUFF ART CENTER</a>	✓
Book Signing: Alex Sanchez - Rainbow High ( <a href="#">details</a> )	11/12/03	<a href="#">Chapter 11 Bookstore</a>	✓
Latin American Film Festival 2003 ( <a href="#">details</a> )	11/12/03	<a href="#">RICH AUDITORIUM- WOODRUFF ART CENTER</a>	✓
Out On Film Festival ( <a href="#">details</a> )	11/12/03	<a href="#">Atlanta</a>	✓
The Tale of the Allergist's Wife ( <a href="#">details</a> )	11/12/03	<a href="#">Horizon Theatre Company</a>	✓
Urinetown. The Musical ( <a href="#">details</a> )	11/12/03	<a href="#">Fox Theatre</a>	✓

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## Event Guide

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### Best Bets

Best Bets (showing 101-120 of 126)

Event name	Date	Venue	Best bet
Book Signing: Lynn Cullen - Little Scraggly Hair ( <a href="#">details</a> )	11/13/03	<a href="#">Chapter 11 Bookstore - Emory Commons</a>	✓
Comedy Soulfest ( <a href="#">details</a> )	11/13/03	<a href="#">Philips Arena</a>	✓
Latin American Film Festival 2003 ( <a href="#">details</a> )	11/13/03	<a href="#">RICH AUDITORIUM- WOODRUFF ART CENTER</a>	✓
Out On Film Festival ( <a href="#">details</a> )	11/13/03	<a href="#">Atlanta</a>	✓
Latin American Film Festival 2003 ( <a href="#">details</a> )	11/14/03	<a href="#">RICH AUDITORIUM- WOODRUFF ART CENTER</a>	✓
Native Trails ( <a href="#">details</a> )	11/14/03	<a href="#">Rialto Center</a>	✓
Out On Film Festival ( <a href="#">details</a> )	11/14/03	<a href="#">Atlanta</a>	✓
Stacy C ( <a href="#">details</a> )	11/14/03	<a href="#">Club Europe</a>	✓
Stingrays vs Gladiators ( <a href="#">details</a> )	11/14/03	<a href="#">Arena @ Gwinnett Center</a>	✓
Black & White Masquerade Ball ( <a href="#">details</a> )	11/15/03	<a href="#">Wyndham Atlanta Hotel - Downtown</a>	✓
Book Signing: Lorraine V. Murray - Why Me? Why Now? ( <a href="#">details</a> )	11/15/03	<a href="#">Chapter 11 Bookstore - Emory Commons</a>	✓
Express vs Gladiators ( <a href="#">details</a> )	11/15/03	<a href="#">Arena @ Gwinnett Center</a>	✓
Freaky Flow & MC Flipside ( <a href="#">details</a> )   <a href="#">artist info</a>	11/15/03	<a href="#">Globe Theatre</a>	✓
Out On Film Festival ( <a href="#">details</a> )	11/15/03	<a href="#">Atlanta</a>	✓
Panthers vs Thrashers ( <a href="#">details</a> )	11/16/03	<a href="#">Philips Arena</a>	✓
Bruins vs Thrashers ( <a href="#">details</a> )	11/19/03	<a href="#">Philips Arena</a>	✓
Book Signing: Rick Bragg & Jessica Lynch - I Am a Soldier, Too ( <a href="#">details</a> )	11/20/03	<a href="#">Chapter 11 Bookstore - Delk Spectrum</a>	✓
Stingrays vs Gladiators ( <a href="#">details</a> )	11/20/03	<a href="#">Arena @ Gwinnett Center</a>	✓
Cagle's Dairy MAiZE ( <a href="#">details</a> )	11/21/03	<a href="#">Cagle's Dairy</a>	✓
Stacy C ( <a href="#">details</a> )	11/21/03	<a href="#">Club Europe</a>	✓

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Search concerts by artist name or city

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Best Bets (showing 121-126 of 126)

Event name	Date	Venue	Best bet
Stephen Lynch ( <a href="#">details</a> )	<a href="#">11/21/03</a>	<a href="#">Variety Playhouse</a>	✓
Stacy C ( <a href="#">details</a> )	<a href="#">11/28/03</a>	<a href="#">Club Europe</a>	✓
Stacy C ( <a href="#">details</a> )	<a href="#">12/05/03</a>	<a href="#">Club Europe</a>	✓
Stacy C ( <a href="#">details</a> )	<a href="#">12/12/03</a>	<a href="#">Club Europe</a>	✓
Stacy C ( <a href="#">details</a> )	<a href="#">12/19/03</a>	<a href="#">Club Europe</a>	✓
Stacy C ( <a href="#">details</a> )	<a href="#">12/26/03</a>	<a href="#">Club Europe</a>	✓

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**Calendar Search**

**Venue details: Little Five Points**

**Address:** no street address is available for this venue

**City:** ATLANTA

**State:** GA

**Zip:** 30317

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## Calendar Search

Venue details: **RICH AUDITORIUM-WOODRUFF ART CENTER**

Address: no street address is available for this venue

City: ATLANTA

State: GA

Zip: 30317

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### Venue details: Nightmare Haunted House

**Address:** 600 Wharton Circle ([map](#))

**City:** ATLANTA

**State:** GA

**Zip:** 30336

**Phone:** (404)696-5024

**URL:** <http://www.nightmarehauntedhouse.com/>  
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